

# WANT A THRIVING PRACTICE AS A MEDIATOR OR ARBITRATOR?

## Friday, November 22

9:00 a.m. – 12:00 p.m.

BASF Board Room

301 Battery Street, Third Floor, San Francisco

Ron Kelly has helped hundreds of aspiring neutrals become successful mediators and arbitrators.

Come learn the proven system you too can use to become a successful neutral, even if you're not sure where to start.

Learn Ron's effective formula for shaping your image and outreach, converting contacts into real paying cases, and building your long-term referral network.

Sample marketing materials provided.

Registration: 8:30 - 9:00 a.m.

Program: 9:00 a.m. - 12:00 p.m.

Optional brown bag lunch discussion group: 12:00 - 1:00 p.m.

Early Registration Deadline

November 1, 2019:

\$95 BASF Members / \$105 others

After November 1, 2019:

\$105 BASF Members / \$115 Others

**Seating is limited.  
Register early!**

Event Code: ADR192040



## Trainer: Ron Kelly

Ron Kelly, a principal architect of California mediation law, is the co-founder of two of California's main ADR professional organizations. He has been honored with ten ADR awards for his work in building the field. A mediator since 1970, he has trained thousands of lawyers, judges, government officials and business professionals on four continents. His training materials are licensed and used around the world.